

Rep Order# 8855053 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37065

Printed: 08/22/2012 3:15 PM
Last Received: 08/22/2012 3:14 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate# 2622
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2622
Flight Dates 08/23/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 6-8 FOR NA
MG ON LN 9-12
NCIT
PLS CNF
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TH	4P-5P		:30	\$900.00	08/23-08/23	1	1	1	\$900.00	
				Buyline Comment: 4P NEWS								
	2	M	4P-5P		:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
				Buyline Comment: 4P NEWS								
	3	TH	5P-630P		:30	\$1,250.00	08/23-08/23	1	1	1	\$1,250.00	
				Buyline Comment: 5P NEWS								
	*4	SA	8P-830P		:30	\$1,250.00	08/25-08/25	1	1	1	\$1,250.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V3 TP CHANGE								
				V3 Time Changed, Comment Changed								
	5	M-F	5P-630P		:30	\$1,250.00	08/27-08/31	3	1	3	\$3,750.00	
				Buyline Comment: 5P NEWS								

8/22

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TH-F	11P-1135P		:30	\$1,700.00	08/23-08/24	1	1	1	\$1,700.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*7	M-F	11P-1135P		:30	\$1,700.00	08/27-08/31	2	1	2	\$3,400.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	*8	SA-SU	11P-1135P		:30	\$750.00	08/25-09/02	1	2	2	\$1,500.00	
				Buyline Comment: 11P NEWS WKND								
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	*9	TH	8P-11P		:30	\$5,000.00	08/30-08/30	1	1	1	\$5,000.00	
				Buyline Comment: NFL								
				Sales Remark: V3 MG								
				V3 Added								
	*10	SA	830P-11P		:30	\$500.00	08/25-08/25	2	1	2	\$1,000.00	
				Buyline Comment: KLAS MOVIE								
				Sales Remark: V3 MG								
				V3 Added								
	*11	SA	9P-11P		:30	\$500.00	09/01-09/01	1	1	1	\$500.00	
				Buyline Comment: KLAS MOVIE								
				Sales Remark: V3 MG								
				V3 Added								
	*12	TH-F	4A-459A		:30	\$100.00	08/23-08/24	1	1	1	\$100.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 MG								
				V3 Added								

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---REPORT TOTALS---

Report Totals: 17 / \$21,250.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$6,950.00 Sep 12: 9 / \$14,300.00

Sales Totals: 17 / \$21,250.00

Station Totals: 17 / \$21,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$70,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+